L'Ecole
Nº 41
WALLA WALLA VALLEY

BRAND SUMMARY

HISTORY

Founded in 1983 in the Walla Walla Valley, L'Ecole Nº 41 is one of Washington State's first artisan, family-owned wineries. Housed in the historic Frenchtown School depicted on our label, L'Ecole (French for school) has earned international acclaim for producing consistently expressive and distinctive wines. *47,000 annual cases*

OWNERS

Marty & Megan Clubb and Family

WINEMAKERS

Marty Clubb, Managing Winemaker & Viticulturist ▪ Marcus Rafanelli, Winemaker

APPELLATIONS

Walla Walla Valley, Columbia Valley, Horse Heaven Hills & Yakima Valley

ESTATE VINEYARDS

- **Ferguson Vineyard,** Walla Walla Valley, 42 acres (initial plantings 2008). Exclusive to L'Ecole
- **Seven Hills Vineyard,** Walla Walla Valley, 40 acres of 170 acres (initial plantings 1989)
  - Partners: L'Ecole Nº 41, Leonetti Cellar, Pepper Bridge Winery
  - "One of Ten Great Vineyards of the World!" *Wine & Spirits*, 2004

BRAND OBJECTIVES

- Be the go-to Washington State brand!
- Increase awareness & sales of L'Ecole Nº 41 wines
- Increase point of distribution by targeting key account opportunities, including National Account Programs and Clubs
- Identify upsell opportunities to expand sales of the Walla Walla Valley Wine Portfolio
- Develop sales both domestically and internationally (85% & 15%, respectively)

UNIQUE SELLING POSITION

L'Ecole is a Washington State benchmark brand customers trust to consistently over-deliver on quality and value

- We are one of the most prominent and visible wineries in Washington State
- We are a 3rd generation family winery with 35+ years of winemaking
- We grow and make 100% of our wines
- We are the top producer of Walla Walla Valley wines
- Our Walla Walla Valley Vineyards are Certified Sustainable and Salmon Safe

WINE PORTFOLIOS, PRICING & SELLING STRATEGY

Estate Walla Walla Wines

ESTATE LUMINESCE Seven Hills Vineyard $22 SRP
ESTATE MERLOT Ferguson & Seven Hills Vineyards $40 SRP
ESTATE SYRAH Seven Hills Vineyard $40 SRP
CABERNET SAUVIGNON Walla Walla Valley $42 SRP
ESTATE PERIGEE Seven Hills Vineyard $57 SRP
APOGEE Pepper Bridge Vineyard $57 SRP
ESTATE FERGUSON Ferguson Vineyard $70 SRP

SELLING POINTS

- Terroir-Driven Estate Wines
- Flagship Wines
- Small Production/Allocated
- Single Vineyard Focus
- Certified Sustainable Farming
- Certified Salmon Safe
- 28% of production

** Target A Accounts*
** On-Premise Focus*

Heritage Wines From Select Vineyards

SEMILLON Columbia Valley $16 SRP
CHARDONNAY Columbia Valley $22 SRP
CHENIN BLANC Yakima Valley $18 SRP
GRENACHE ROSÉ Horse Heaven Hills $22 SRP
MERLOT Columbia Valley $27 SRP
CABERNET SAUVIGNON Columbia Valley $32 SRP
SYRAH Columbia Valley $27 SRP
FRENCHTOWN Columbia Valley $23 SRP

SELLING POINTS

- WA State Benchmark Wines
- Older, Proven Vineyard Sites
- Varietal-Driven Wines
- Year-round Availability
- High Quality/Value Ratio
- 72% of production

** National Account Programs*
** Wine Clubs*
** BTG Pricing*

KEY ACCOLADES

SIX NATIONS WINE CHALLENGE
Best Bordeaux in the NEW WORLD
2013 Estate Ferguson

Best Bordeaux Blend in the WORLD
2011 Estate Ferguson
2014 Decanter WORLD WINE AWARDS

Wine & Spirits top 100 wineries
15 Awards ~ Premier Cru Winery

Ferguson Vineyard Estate Ferguson
- 95 pts, Decanter 2018
- 97 pts, James Suckling 2017
- 95 pts, Vinous 2016

Seven Hills Vineyard Estate Perigee
- 95 pts, Vinous 2018
- 94 pts, Jeb Dunnuck 2017
- 94 pts, Vinous 2016

Pepper Bridge Vineyard Apogee
- 95 pts, Vinous 2018
- 94 pts, James Suckling 2017
- 94 pts, Wine & Spirits 2016

BRAND STANDARDS

Acceptable use of winery name: L'Ecole Nº 41, L'Ecole No 41, L'Ecole

SALES TOOLS

LECOLE.COM Trade & Media section on with POS, accolades, tech sheets, press, photos & artwork
Large format bottles, display bottles, wine keys, posters, wine bags

PO Box 111 ▪ Lowden, Washington 99360 ▪ 509.525-0940 ▪ **www.lecole.com/wine-sales-tools**